

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 /033 W

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R 091030Z FEB 76

FM AMEMBASSY GUATEMALA

TO SECSTATE WASHDC 60

UNCLAS GUATEMALA 0959

E.O. 11652: NA

TAGS: BEXP, GT

SUBJ: SECOND QUARTER CAP STATUS REPORT

REF: 75 GUATEMALA 3614, 75 GUATEMALA 6230

1. ALL CAMPAIGNS UNDER FY 76 CAP BEING IMPLEMENTED AS PLANNED
AND ON SCHEDULE EXCEPT AS NOTED BELOW.

2. CAMPAIGN NO. 1- POST DECIDED TO DELETE PIMS ON ROAD
CONSTRUCTION EQUIPMENT AND BUILDING MATERIALS IN VIEW FACT
THAT: A) U.S. INDUSTRY WELL REPRESENTED LOCALLY AND ALREADY
TOTALLY DOMINATES GUATEMALAN CONSTRUCTION, SUPPLYING
OVER 80 PERCENT OF IMPORTS. B) POST DID MARKET SURVEY ON BUILDING
MATERIALS ONLY YEAR AND A HALF AGO. MAJOR DEVELOPMENT SINCE
THEN HAS BEEN INCREASE IN HOTEL PROJECTS, WHICH WE REPORTED
IN 75 GUATEMALA A-167.

ALTHOUGH WE PROMOTED CONCRETE AGGREGATES SHOW, IN VIEW
LIMITED MEMBERS OF GUATEMALANS WHO WERE LIKELY VISITORS TO
SHOW, WE DROPPED IDEA OF COCKTAIL AS NOT BEING WORTHWHILE.
AS ADDITIONAL ACTIVITY, EMBASSY PLANS TO PUT ON LOCALLY
ORGANIZED CONSTRUCTION MATERIALS AND EQUIPMENT CATALOG
SHOW IN APRIL, USING CATALOGS BORROWED FROM TEGUCIGALPA'S
OFFICIAL SHOW IN MARCH.

3. CAMPAIGN NO. 2- PIMS ON LABORATORY EQUIPMENT AND
SUPPLIES SUBMITTED IN JANUARY AS GUATEMALA A-010.

4. CAMPAIGN NO. 3- SINCE FOOD PROCESSING EQUIPMENT SHOW
AT MEXICO CITY TRADE CENTER WAS DROPPED, WE HAVE CONFINED
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OUR ACTIVITIES TO EXTENSIVE PUBLICITY CAMPAIGN FOR NATIONAL

EXPOSITION FOR FOOD PROCESSORS HELD JANUARY 18-21 IN
SAN FRANCISCO, CALIFORNIA. KNOWN RESULT HAVE BEEN TWO
PTOS AND POSSIBLE LARGE ORDER FOR FAST-FOOD PROCESSING
EQUIPMENT.

5. CAMPAIGN NO 6-AFTER CAREFUL CONSIDERATION, EMBASSY
RECOMMENDS THAT THIS CAMPAIGN BE DROPPED. WE FEEL THAT
TOURISM TO U.S.A. ALREADY BEING EXTENSIVELY AND EFFECTIVELY
PROMOTED BY LOCAL TRAVEL AGENTS AND AIRLINES,
BOTH PAN AM, AVIATECA AND OTHER CENTRAL AMERICAN AIRLINES.
U.S. IS FIRST CHOICE AS FOREIGN VACTION DESTINATION FOR
MOST OF GUATEMALAN UPPER MIDDLE AND UPPER CLASS. ADDITIONAL
PROMOTION WOULD MAKE SENSE ONLY IF DIRECTED TO PERSONS
NOT NOW TRAVELING TO U.S. , I.E. THOSE NOT SO WELL OFF
FINANCIALLY. IF EMBASSY DID THIS, WE CAN FORSEE UNPLEASANT
SITUATION ARISING IN WHICH COMMERCIAL SECTION
WOULD BE PROMOTING SOLICITATION OF TOURIST VISAS BY
PEOPLE WHO PROBABLY WOULD HAVE SERIOUS DIFFICULTY IN
QUALIFYING FOR THE NECESSARY VISA. IN SUM, WE BELIEVE
OUR TIME WOULD BE BETTER SPENT CONCENTRATING ON PRO-
MOTING BUSINESS TRAVEL, AS WE ARE DOING NOW.
MELOY

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